

# Moonbeams

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The Smallest Newspaper in the West

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## Labor Day Doin's are ripe in the Valley of the Moon

Lost one ad this week (fellow selling out), gained three. At that rate, like the proverbial frog, we'll eventually get out of the well. It's rather amazing, the progress of Moonbeams. But we're not quite ready yet to buy a delivery truck for distribution purposes.

**RUSTIC INN, Glen Ellen. GUNNER & RUTH welcome you to Jack London's Favorite Rendezvous. Easy to find—hard to leave.**

Labor day holiday maniacs will be haunting the highways as of to-night (Friday), and by far your best bet is to stay home till late Monday evening. Likely will beat all fatality records for a weekend this year. Play it safe.

**GALLO'S CHEVRON SERVICE, Boyes. Expert mechanic on duty. Chevron Gas and Oil. Tires. Batteries. SERVICE.**

We've had no confirmation yet that a new \$215,000 postoffice building has been allocated for Boyes Hot Springs. But it'd be funny for this to go through and then have local mail addressed through the Sonoma postoffice. Any rural delivery should be through Boyes Hot Springs. Have you ever thought about it? Sign one of the petitions now being circulated, providing for just that. Why somebody living in the heart of Boyes should have to have his mail addressed through Sonoma is another of the mysterious pieces of red tape for which our national postal service is noted.

**ALLEN'S HOTEL, Boyes. Dollie and Tom. Air conditioned, dining room. Cafe bar. Deluxe accommodations.**

**LABOR DAY at the BATH HOUSE, Boyes! You can squeeze in, even though the crowds may be large. It's a real place!**

**MENDEL'S CAFE (on the Plaza) BOYES SPRINGS**  
Wonderful cuisine, excellent drinks. A place to remember.



"I brush my teeth three times a day." "And they are mild." "Made like a doctor's prescription." "They're fresh, fresh, fresh." Do you get as disgusted as we do of the TV and radio commercials? You'd think the sponsors or the advertising agencies would know better. Maybe you like a product. But when you hear the same commercial a dozen times a day, for six months or more, chances are you get so disgusted you're no longer a buyer of a particular product. Surveys, however, claim that this type of advertising results in large sales—but do you think this trend, if true, can continue? We don't.

**INTERNATIONAL TRUCKS. Richfield Products. On the Highway, Boyes Hot Springs. BUCHANAN & POLIDORI.**

**VALLEY OF THE MOON CIGARS**

**Ask for Them — Only Handmade Cigars in the Valley**

Condition of Lichtenberg field in Boyes is reported as deplorable. Don't matter too much, right now, as there's no local ball clubs clamoring for it. But wouldn't it be smart to fix it up, then go after a team or two of the Coast league or Western International to train here next spring? Maybe the teams should be signed up first, tho it doesn't matter much. Point is that though some of the southern teams might not be interested, surely some of the northwest clubs would be.

**C O G CLUB is a friendly sort of place, with good mixed drinks and congenial companions seeking contentment. Come on over.**

Spring training usually runs into rather good weather here. True, the last year the Seals were here it rained plenty, but that was unusual. When Oakland played Santa Clara here about seven years ago there was a crowd of over 5000. Could be done again.

**SOL D. BECKER SELLS REAL ESTATE—**

**Every Once in Awhile**

**HAMMOND LUMBER COMPANY, Boyes Hot Springs**

**Get your Lumber, Hardware, Building Materials, right here.**

The only real reason for automobile license plates is for identification, not for added revenue. Therefore, why shouldn't the plates be issued when the car is purchased, on a permanent basis, the plates going with the car thereafter? That would be better identification than is now possible, and it would eliminate the yearly rush for renewal, which costs money for the car owner and the state. That'll be one of the important planks in our platform when we run for governor.

**For Dependable Meats, see GEORGE, at Boyes Springs Food Center. Top quality. Try us this week.**

**LARSON'S LIQUOR & SPORTING GOODS**

**Headquarters for CHUCK WAGONS**



A lot of nationally known persons live, or have lived, in the Valley of the Moon. Foremost probably was Jack London, who gave a name to this beautiful Valley. Another luminary was Gen. "Hap" Arnold who, when the war was over, built a beautiful home and estate along what is now Arnold drive. His widow still lives here.

### **CHRYSTAL'S SMART SHOP**

**Summer Clearance!**

**(Opp. Mission Inn)**

**Boyes Springs**

There are more. Nell Griffin Wilson in Kenwood is noted as a poet and writer. Larraine Day has relatives here and has been a frequent visitor. Natalie Wood, current juvenile movie and TV star, is from here, has relatives still here and frequently visits in the Hot Springs area.

### **R. A. "BOB" MILLER — "Yours for Life"**

**Insurance Exclusively**

**Next to Telephone Co., Sonoma**

Many sports figures are well known in the Springs area, including Denny Carroll, ex-trainer of the Detroit Tigers; Jack Homel, present trainer; winter residents also have been Bill Sweeney, Freddie Hutchinson, Hoot Evers, Eddie Lake. Kenwood is a mecca for writers, artists, and retired professional men of all types. Maybe you know of others who should be mentioned in this connection.

**FREE XMAS CARDS 2 the 1st 3 families 2 Bring US this ad.**

**ADOBE DRUG —:— SONOMA**

**GLEN ELLEN LIQUOR STORE.** Complete selection of fine wines and liquors. **"SLIM" WALLACE.** On Arnold Drive.

Most of our resorts have made big plans for the Labor day weekend. The entire Valley is expected to see enormous crowds and there will be plenty for them to do. Included is a water carnival at the Bath House, firemen's dance at Keaton's Shack, open house at Londonside and Paul's Old Ranchero, old-time dancing at Little Switzerland, swimming at Morton's and Paradise, a full day at Mission inn and Sonoma Golf and Country club.

**VISIT LONDONSIDE, Bennett Valley Road just out of Glen Ellen.** Better than Heinie gabobler's. Swell food and drinks, pool.

**"O Lord, let my words be gentle and sweet, for tomorrow I may have to eat them."** **VALLEY WATCH REPAIR, Boyes.**

Here's a plan that would end much of our political confusion: Let bellicose McCarthy, maverick Morse and frustrated Truman join in forming a new party, just for the uncontrollable few that don't really belong to our two established parties. Better also throw in Reuther and John L. Lewis, Jenner and Bricker. Then we could all forget 'em and get on with our work.

**Your prescriptions faithfully compounded. Splendid variety of cosmetics, periodicals, cards, gifts. VALLEY DRUG STORE.**



**HOME-COOKED MEALS.** Sandwiches. Corned Beef dinners every Saturday. **DONOVAN'S IRISH INN**, opp. Bath House.

Furniture look bad? Car upholstery tacky? Let us fix 'em up for you, at low cost. **ROY'S UPHOLSTERY SHOP**, Boyes.

The Little family has been faring well of late. Our vegetable garden has been a flop, but are we suffering? Last week we received from various friends a lot of apples, peppers, cucumbers, cauliflower, cabbage, lettuce, carrots, celery (some of it from Salinas), and Hugo brought us over a beautiful striped bass, cleaned and ready for cooking.

**BIG SAVINGS ON MEAT**, last three days each week. **MIKE & ROSE'S BOYES SPRINGS MARKET**. See Rose's DRESSES.

**SONOMA FURNITURE MART**, 568 Broadway

We repair and refinish old furniture. Take in trade, too.

Probably a bushel or more. Reminds us, we mentioned a "bush-el" to somebody when we first arrived in California, and the man didn't know what we were talking about. Do you know? How about a peck?

**Your Laundry?** Bring it all here, rest a while, and it's ready for you. Dryers. Dry Cleaning. **B & L LAUNDROMAT**, Fetters.

**FIELD'S UNION SERVICE**, Main Corner, Boyes.

Finest gas, fast service, friendly car care.

Fellow liked our little item about traffic lights on Boyes' main corners, but reminded us it would take months or maybe years to get 'em. He suggested we go after a big "stop" sign at the main corner, believing it could be secured with not too much trouble, and that for a time at least that should be adequate. What do you think?

**MELINA & HARVEY** operate **OUR RESORT**, El Verano. It's the home of Draft Beer, fine mixed drinks, friendly folks.

For that Dinner "out" bring the family and your guests to the **EL DORADO HOTEL**, Sonoma. Johnny Merlo will welcome you.

The Valley has its full quota of dogs. We like 'em, too. But they have a bad habit of using our highways, especially in El Verano, for sunning themselves, right in the middle of the road. Wonder what can be done to educate them?

**Your overnight guests** quite likely will appreciate your bringing them here. Rates low. **FLORAY COURT**, Fetters. Hiway 12.

**BOYES SPRINGS FOOD CENTER**—for holiday food, for food all the time. You'll find no better source of supply—anywhere.

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We got used to business competition at an early age, maybe 12 years old. Had a piano factory in our town, with about 250 workers. No plant cafeteria, the work day was from 7 to 6, and the boys got hungry. So we started selling sandwiches at the plant. Got up early, fried five dozen or so eggs, bought boiled ham and mustard. Our ma helped (at no wages), we piled the food into a red wagon and hauled it to the plant. Made more money than most of the fellows working (and spent it about as fast as we got it). Sandwiches were a nickel.

**Your neighbors and friends like us. You will, too. Drop in—anytime. JUNIOR RABBen'S BOYES SPRINGS RESORT.**

So an old fellow, "Puffer," thought he'd try it. His sandwiches were made on a commercial basis, but he got to the plant earlier than we did. So we added inducements. The creamery would sell us buttermilk for a nickel for a two-gallon pail, or skim milk for free. With a tin cup hanging to the handle of the pail, we gave a free drink with each sandwich. Later we added home-made pies, usually apple. "Puffer" didn't last too long, and we had the whole field to ourselves.

**It's "Mac" at POWDER BOX BEAUTY SHOP, Boyes Springs. For the very best in beauty allure. WE KNOW HOW!**

But disaster, of our own making, caught up with us. One year, at 4th of July time (we collected every payday), we were invited to spend several days with a friend in Clinton, Iowa, first "large" city we ever had seen. Left our bills with a brother for him to collect. But he didn't know the business as we did, and he collected only a small fraction of the outstanding accounts. Never did get all of them. And that fall we got a job "stringing" pianos, and our days as a sandwich merchant came to an end. But we certainly did learn how to fry eggs so they wouldn't "run." Can't stand a cold egg sandwich to this day.

**TONY THE BARBER** is your best bet when it comes to haircuts and all the other nice things you expect from a good barber.

**Time for SCHOOL SUPPLIES**—and we've got 'em. Plus just about everything you need at the home. **BOYES VARIETY STORE. HATH DIFFICULTIES? BEHOLD THE EDITOR!**

Consider the editor. He weareth purple and fine linen. His abode is amongst the mansions of the rich. His wife hath her limousine and her first born sporteth a racing car that can hit her up in 40 flat.

Lo! All the people breaketh their necks to hand him money. A child is born unto the wife of a merchant in the bazaar. The physician getteth 10 gold plunks. The editor writeth a stick and a half and telleth the multitude that the child tippeth the beam at 9 pounds. Yea, he lieth even as a centurion. And the proud father giveth him a 5-cent Crema.



Behold, the young one groweth up and graduateth. And the editor putteth into his paper a swell notice. Yea, a peach of a notice. He telleth of the wisdom of the young woman, and of her exceeding comeliness. Like the roses of Sharon is she, and her gown is played up to beat the band. And the dressmaker getteth two score and four iron men. And the editor getteth a note of thanks from the SGG.

The daughter goeth on a journey. And the editor throweth himself on the story of the farewell party. It runneth a column, solid. And the fair one remembreth him from afar off with a picture postal card that costeth six for a jitney.

Behold, she returneth, and the youth of the city fall down and worship. She picketh one and Lo, she picketh a lemon. But the editor calleth him one of our most promising young men and getteth away with it. And they send unto him a bid to the wedding feast and behold, the bids are fashioned by Muntgummery Hawbuck, in a far city.

Flowery and long is the wedding notice which the editor printeth. The minister gets 10 bones. The groom standeth the editor off for a 12-month subscription.

All flesh is grass and in time the wife is gathered into the silo. The minister getteth his bit. The editor printeth a death notice, two columns of obituary, three lodge notices, a cubit of poetry and a card of thanks. And he forgetteth to read proof on the head, and the darned thing cometh out "Gone to Her Last Roasting Place."

And all that are akin to the deceased jumpeth on the editor with exceeding great jumps. And they pulleth out their ads and cancelleth their subscriptions, and they swing the hammer unto the third and fourth generations.

Canst thou beat it?

(The above originally appeared in the Cowilitz County Advocate, Castle Rock, Wash., May 20, 1915.)

Maybe advertising doesn't always pay. Or maybe it's just that nobody has got a roll-top desk which we've been after for quite a few weeks. Anybody got one, at a reasonable price? Just call 4500.

**BIG TIME, LABOR DAY weekend . Old-time dancing. Big doings.**  
**LITTLE SWITZERLAND, El Verano**

**PAUL'S OLD RANCHERO, Verano. Top night spot in the Valley.**  
Entertainment, dancing, good food, fine drinks. Organ music.

Not just snacks, but mighty good dinners. Fountain service.

**LEW'S GOOD FOODS & FOUNTAIN, Hiway 12, Boyes**  
**MISSION INN, Boyes Hot Springs. You'll be proud to recommend**  
it to out-of-town friends. Good food. Pool. Low Cost Luxurly.